

# EXPLORE

FALL 2013

RIVERSIDE

**New!  
Mayor's  
Message**

**Fireball Run**

*Comes to Riverside*

**Fall Events  
at the Fox**

**Riverside Sports  
Commission**

*Bringing new events to Riverside*

**“Blue” Page**



**2013**  
Park & Recreation  
Fall Activity Guide **INSIDE**



**City Hall**  
**3900 Main Street**  
**Riverside, CA 92522**

**City Hall Hours:**  
**Monday – Friday 8 a.m. – 5 p.m.**

**Connect with us!**  
**877-748-7433**

[www.explorerside.com](http://www.explorerside.com)  
[econdev@riversideca.gov](mailto:econdev@riversideca.gov)

-  @RiversideCAGov
-  @SeizingOurDestiny
-  @CityofRiverside
-  @CityofRiverside
-  @CityofRiverside

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## Fall Activity Guide

The online Fall Activity Guide flip book can be accessed by visiting the City of Riverside’s web page at: [RiversideCa.gov/park\\_rec](http://RiversideCa.gov/park_rec)  
 Once you are there, click on the Activity Guide image “View the Riverside Activity Guide!”

## FALL WEATHER

A great time of year to be outdoors!



Walking helps with circulation and vitality. Why not go for a walk with the Mayor? See the Community Calendar for locations, dates and times.

**Mayor**  
 Rusty Bailey

**City Council Members**

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Ken Gutierrez	Ward 3
Paul Davis	Ward 4

Chris Mac Arthur	Ward 5
Jim Pery	Ward 6
Steve Adams	Ward 7

**City Manager**  
 Scott C. Barber



Click Image





## 14th Annual Deaf Awareness Week Unites Riverside's Deaf and Hearing Communities

Deaf Awareness Week, which is held each year during the last full week of September, teaches about the rich cultural heritage of deaf people and provides the perfect opportunity for Riverside's deaf and hearing communities to interact with one another. Home to one of two California Schools for the Deaf, Riverside has a much higher population of deaf and hard-of-hearing individuals than most US cities, and we're proud to participate in Deaf Awareness Week.



## Deaf Awareness Week September 22, 2013

This year Deaf Awareness Week begins on Sunday, September 22nd with a community picnic at the newly refurbished Hunter Hobby Park. There will be food, entertainment, vendors, bounce houses, live steam trains, a police helicopter landing, fire engine, K9 demonstration, and a chance to sink city officials in a dunk tank.

Hope to see you there!

Many activities will take place during the week including professional hearing screenings, and information on deaf-centered art and music. Other events during the week include:

- Children's storytelling in ASL at Barnes and Noble at the Galleria
- Tours of California School for the Deaf (CSDR), the Center on Deafness (CODIE), and the Sheriff's Communication Center.
- Softball game between the deaf community and Riverside Police Department
- September 26: Mayor's Night Out at CSDR
- September 27: Deaf-centered musical concert at Riverside Plaza

Whether you want to learn about deaf culture, mix and mingle with your deaf neighbors, or just enjoy some fun and exciting events, there is something for everyone during Riverside's Deaf Awareness Week. Activities are free and open to the public. Sign language interpreters will be available at all events.

For more information about this year's events, contact Jetta Hice at (951) 826-5686 or [jhice@riversideca.gov](mailto:jhice@riversideca.gov). Also visit [modeldeafcommunity.org](http://modeldeafcommunity.org), [codie.org/daw](http://codie.org/daw), and [riversideca.gov/mayor/deaf.asp](http://riversideca.gov/mayor/deaf.asp).



# SEPTEMBER 28, 2013



## RiversideFireball.com

### Exciting news for Riverside!

The City was selected as the Official Finish Line for the 2013 FIREBALL RUN Adventurally and its Race to Recover America's Missing Children.

**FIREBALL RUN** is an action packed 2,500 mile trivia game with the goal of aiding in a massive effort to help find America's missing children. The theme for the 2013 event is All Stars and Movie Cars, with notable Hollywood cars being on-hand at the Finish Line event. The event has attracted thousands of viewers as it is streamed live online, with thousands attending the Finish Line event.

The "Most Epic Adventurally in America®", **FIREBALL RUN** is a life-sized trivia game, where America serves as the game board. Forty driving teams are involved in the competition, moving around the country, solving clues and accomplishing tasks based on the host city points-of-interest, history, and culture.

Scan the QR Code to learn more about Fireball Run!



# DOWNTOWN RIVERSIDE

Although a trivia game, **FIREBALL RUN** aims to deliver “the most fun you will ever have, doing the most important thing you’ve ever done”. Every team is assigned a missing child from their hometown and tasked with distributing their poster along the 2,500-mile route; the awareness campaign has aided in 38 child recoveries since 2007.

The event is streamed live to a world-audience and is part of an online TV series. As one of only eight destinations selected, Riverside will serve as the live-event finish and as the climactic final episode of the series. Beginning September 20th fans can watch the adventure and track teams via RealTrackGPS at **FIREBALLRUN.com** as they approach the Official Finish Line in Riverside on September 28th.

As this event is expected to bring thousands to downtown, the City and the Riverside Convention and Visitors Bureau look forward to partnering with downtown businesses to

make this a memorable city event. Many partnerships are already leveraged, including the Riverside Downtown Partnership, Show and Go, Mission Inn Hotel & Spa, Riverside International Automotive Museum, March Air Field Museum, and a Fireball Run version of the “Red, White and Brews” beer garden.

Join us September 28th, at Noon downtown Riverside for our own Fireball Festival. We’ll welcome the Finish Line Procession with a classic car show, exotic car rally, food trucks, beer and wine garden, entertainment, and kids’ activities. Famous Hollywood-themed cars will also be on site for an up-close and personal look. A special Movies on Main showing of Cars 2 will be held at 7:30 p.m. **Visit our web site at [RiversideFireball.com](http://RiversideFireball.com) or call 877-RIV-SIDE (877-748-7433) for more detailed information.**

**See you at the finish line!**

- **FOOD TRUCKS** • **BEER & WINE GARDEN** • **FINISH LINE** • **AUTOGRAPHS**
- **HOLLYWOOD, CLASSIC, & EXOTIC CAR SHOW** • **KIDS ZONE** • **FREE PARKING**



Map of Fireball Run Finish Line Extravaganza activities.



City of Arts & Innovation



CONVENTION & VISITORS BUREAU



## Three-Year Pavement Rehabilitation and Preservation Program Underway

*City Council-approved program improves over 20 miles of local streets*

Riverside is in the midst of a \$38 million dollar program to improve the condition of our roads. The pavement rehabilitation component of the program will fund pavement rehabilitation as well as repairs to curb, gutter, and sidewalks along 50 miles of the City's streets. The program anticipates rehabilitating about 24 miles of arterial highways and 26 miles of local streets. Streets are selected based on the City's pavement program and visual inspection to determine those most in need of repair. Some of the main arterial roads that will be improved in areas most in need of repair are

Cole, La Sierra, Trautwein, Magnolia, Market, Monroe, Lincoln, Adams, Spruce and Lime. Some of the arterial roads that have already been completed are: Canyon Springs Parkway between Day Street and Eucalyptus Avenue, Mission Grove from Canyon Crest to Alessandro, and Jackson from Van Buren to California and from Lincoln to Indiana.

The pavement preservation component of the program is funded annually by the City's Gas Tax and Measure A sales and use tax revenues. The program will use

slurry seal or Asphalt Rubber Aggregate Membrane (ARAM) to treat between 50 and 75 miles of roadway. The treatments are intended to preserve existing streets and extend their useful life before full resurfacing is required. Additionally, the Streets Maintenance Division has increased its focus on pavement repair and preservation such as routine crack filling, slurry seals, and utility patch and trench repair to maintain the roadways.

**For more information on the program please contact Public Works at 951-826-5341.**





## HITCHCOCK FILM SERIES

**AUG 9**  
**SUSPICION**

**AUG 16**  
**STRANGERS ON A TRAIN**

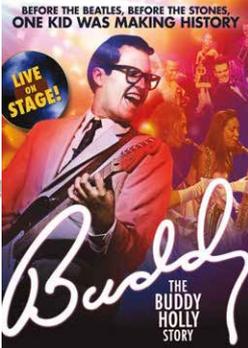
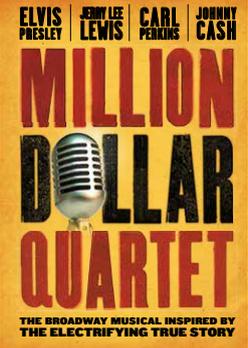
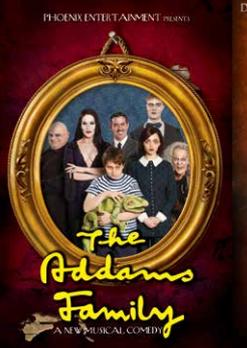
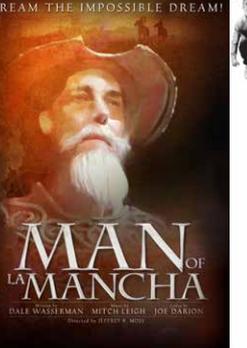
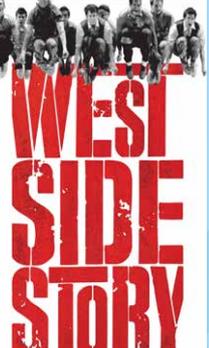
**AUG 23**  
**"I CONFESS"**

**AUG 30**  
**STAGE FRIGHT**

## FALL LINEUP

- |               |   |               |   |
|---------------|---|---------------|---|
| <b>SEP 14</b> | Boz Scaggs  | <b>NOV 23</b> | ABBA Mania                                  |
| <b>SEP 24</b> | The Rides (Stephen Stills, Kenny Wayne Shepherd and Barry Goldberg) and Beth Hart | <b>DEC 7</b>  | La Sierra University "Sounds of the Season" |
| <b>SEP 28</b> | Big Bad Voodoo Daddy, with local openers Big Papa & the TCB                       | <b>DEC 8</b>  | Masters of Harmony Annual Christmas Concert |
| <b>OCT 26</b> | Sheila E. and Jessy J   | <b>DEC 20</b> | "Miracle on 34th Street" (film)             |
| <b>NOV 1</b>  | Anjelah Johnson   | <b>DEC 28</b> | Bill Medley and Darlene Love                |

## BROADWAY SERIES

					
<b>OCT 12 - 13</b>	<b>NOV 8 - 9</b>	<b>NOV 22</b>	<b>DEC 12</b>	<b>JAN 31 &amp; FEB 1</b>	<b>MAR 9</b>

# Economic Development News

## RivCoJobs.com

*Helping Riverside residents find jobs locally*



The County of Riverside is doing its part to help residents find jobs locally. In partnership with the Riverside County Workforce Investment Board (WIB) and local businesses, the County has launched rivcojobs.com (Riverside County jobs), providing job seekers with a direct link to hiring companies.

The program web site features links for Businesses, Job Seekers, Veterans, Youth and Seniors. Via the web site and its links, companies post available jobs and can search the online database to find a suitable match. They can also learn about educational and training programs, find out about available incentives,

and learn the latest on labor market regulation.

Job seekers – including youth and veterans – can post resumes, learn how to create effective resumes and cover letters, learn about community services to help with health care or financial assistance, and learn about unemployment benefits during the job search. Since the site's launch in 2009, 93,186 have registered with 19,438 of those receiving individualized assessment, job search assistance and one-on-one career counseling. Special offerings are also available for veterans, youth, and seniors. Through rivcojobs.com, residents

can search for a job with a local company, increasing their quality of life by reducing commute times. Over 5,000 businesses have registered with the site so far. With the city of Riverside averaging 100 businesses opening monthly, opportunities abound for residents to live and work locally.

Rivcojobs.com has been proven to work for both residents and businesses. Of those that have registered under Workforce Investment Act Funds, almost half have become fully employed, with 76% of them remaining employed for more than 6 months.

## SEIZING OUR DESTINY

### LOCATION OF CHOICE

The Riverside Convention and Visitors Bureau and the Riverside Sports Commission markets the City as a premier destination for state, regional, national and international sports events – making Riverside a "Location of Choice" for sports activities. With Riverside being home to Southern California's premier Olympics-quality Aquatics Complex, as well as a soccer complex and college stadiums, Riverside has many summer and fall events for residents to enjoy - from the USA Synchro team to Paintball Championships. **For more information visit [riversidecvb.com](http://riversidecvb.com)**



**RIVERSIDE**  
SPORTS COMMISSION

## UPCOMING SPORTS EVENTS IN RIVERSIDE

Name	Event Name	Dates	Location
Paintball Sports Promotions	Paint Ball Championships	August 11-19, 2013	Ab Brown Complex
RAA Swim	USA Swimming Senior Invite	October 18 - 20, 2013	RAC
AYSO 47	Locomotion Tournament	February 14 - 16, 2014	Ab Brown Complex
AYSO Nationals	National Games 2014	June 27 - July 6, 2014	Ab Brown Complex



## Public Works Delivers Programs to Serve Residents and Businesses



### Vector Control District Expansion

The Northwest Mosquito and Vector Control District has expanded their services to include all City of Riverside property owners. The new expansion will provide property owners in Riverside with a more coordinated, aggressive, and efficient approach to the surveillance and control of disease carrying pests such as mosquitoes, Africanized bees, rats, rodents and other vectors.

**For more information on services please contact the District at 951-340-9792 or visit their website at [northwestmecd.org](http://northwestmecd.org).**



### Shopping Cart Retrieval Program

Abandoned shopping carts constitute a nuisance, create safety hazards, cause blight, and interfere with pedestrian and vehicular traffic within the City of Riverside. You can help reduce these hazards by reporting abandoned shopping carts in the public right of way. There are several ways to report abandoned carts:

#### Phone applications



- **Cart Snap iPhone app**
- **Mobile 311 app**

#### Online reporting



- **[cartretrieval.net](http://cartretrieval.net)**
- **[callcenter@riversideca.gov](mailto:callcenter@riversideca.gov)**

#### By Phone

- **800-252-4613**
- **951-826-5311**



## Update on Grade Separation Projects

*Following is an update on the City's grade separation projects*



### Streeter Grade Separation

At present, the detour road for the Streeter Grade Separation has been completed and is open to vehicular traffic. Dewey Avenue and Appleton Street are closed to through traffic but clearly marked detours are in place and drivers are encouraged to use alternative routes to ease traffic congestion.

Work on the shoo-fly track, the temporary rail line detour, is currently under way and should be completed in August 2013. Once the trains are running on the shoo-fly track the bridge construction can begin. The estimated completion date of the Streeter Grade Separation is February of 2015.

### Iowa Grade Separation

Iowa Avenue is currently closed to through traffic and drivers are encouraged to use Palmyrita Avenue and Center Street to travel east and west or utilize the I-215 freeway to bypass the construction.

As the project is nearing completion, the contractor is preparing to pour the bridge deck and complete construction on the new roadway for Citrus Street with curb, gutter, and asphalt to follow. The bridge is anticipated to open in January 2014.

**For additional information visit: [RiversideCA.gov/publicworks/engineering/gs/](http://RiversideCA.gov/publicworks/engineering/gs/)**



# BLUE PAGE



## Riverside Public Utilities Celebrates 100 years of Municipal Water Service



In this edition, the Green Page has been changed to the BLUE page in celebration of Riverside Public Utilities 100th year of providing safe, reliable, high quality water services.

After many years of exponential growth, fueled in part by the rapidly expanding citrus industry in Southern California at the end of the 19th century, Riverside's citizens voted in 1913 to create a municipal water company to join the already successful city-owned electric utility company that was founded in 1895.

Many of Riverside's pioneering water companies were merged to form the new municipal water utility, which to this day is owned by the customers it serves. By continuing to support and invest in a locally-owned and operated water utility, Riverside's leaders and residents set the foundations upon which today's, and tomorrow's, successes are being built.

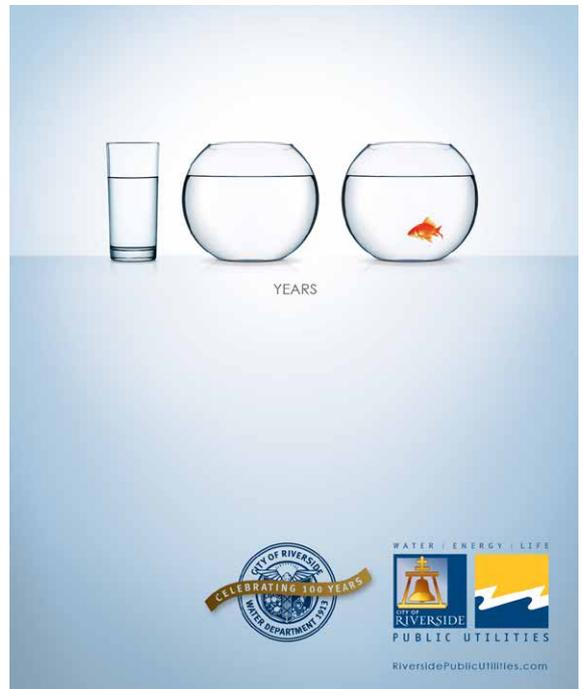
By maintaining historic groundwater rights and well locations, and through construction of important infrastructures such as the John W. North water treatment facility, RPU has been able to become water independent – free of having to pay for higher cost, and less

reliable imported water resources. This allows the utility to meet its mission to provide high quality services at low rates that benefit the community.

Wise water use of Riverside's water supplies is the only thing that will ensure that these resources will be available to serve the utility's customers for the next 100 years and beyond. That is why RPU actively pursues projects and new technologies that will help to recharge our groundwater supplies, and urges conservation by its residential and commercial customers.

To help its customers be water wise, RPU offers a variety of programs and incentives, including: rebates for the installation of high efficiency toilets and washing machines; high efficiency sprinkler heads; Weather Based Irrigation Controllers (WBICs), which set sprinkler run times based on current weather conditions; artificial turf areas; and even for installing a water wise garden with native California plant species that require little or no water to maintain.

***For complete details on all of RPU's water conservation programs go to [GreenRiverside.com](http://GreenRiverside.com)***



# COMMUNITY CALENDAR

## August

**8**  
**Movies on Main**  
**"Para Norman"**  
Main Street Pedestrian Mall  
7:30 p.m.  
For more info call 826-2000

**Surfin' Safari-The Ultimate Tribute to The Beach Boys**  
The Box  
7:30 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

**9**  
**The Hitchcock Fridays**  
**"Suspicion"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**14**  
**Rhythm of Riverside**  
**"The Reflexx"**  
Fairmount Park  
6 p.m.  
For info visit [riversideca.gov/park\\_rec](http://riversideca.gov/park_rec)

**15**  
**Movies on Main**  
**"Hotel Transylvania"**  
Main Street Pedestrian Mall  
7:30 p.m.  
For more info call 826-2000

**Mark Barnett-Revisiting the Orbison Years**  
The Box  
7:30 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

**16**  
**The Hitchcock Fridays**  
**"Strangers on a Train"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**17**  
**Midnight Cry**  
Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800

**22**  
**Creedence Relived**  
The Box  
7:30 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

**23**  
**The Hitchcock Fridays**  
**"I Confess"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**24**  
**Walk with the Mayor**  
Orange Terrace Community Center  
8 a.m.  
For info visit [riversideca.gov/Mayor](http://riversideca.gov/Mayor)

**29**  
**Gregory Wolfe as Rod Stewart**  
The Box  
7:30 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

**30**  
**The Hitchcock Fridays**  
**"Stage Fright"**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

## September

**1**  
**J's CD Release Concert**  
The Box  
6 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

**14**  
**Boz Scaggs**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**19**  
**10th Annual Chinese Moon Festival**  
Riverside Museum's Heritage House  
6 p.m.  
For more info call 826-5273

**20**  
**16th Annual Comedy Night**  
Riverside Municipal Auditorium  
6 p.m.  
For info visit [petsadoption.org](http://petsadoption.org)

**21**  
**Riverside Mariachi Festival**  
Fairmount Park  
9 a.m.  
For more info call 826-2000

**24**  
**The Rides with Beth Hart**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**Habitat for Humanity 25 Year Anniversary Celebration**  
Riverside Municipal Auditorium  
6 p.m.  
For info visit [habitatriverside.org](http://habitatriverside.org)

**28**  
**Fireball Run**  
**Finish Line Extravaganza**  
Downtown Riverside  
Noon  
For info visit [Riversidefireball.com](http://Riversidefireball.com)

**Big Bad Voodoo Daddy with Big Papa & the TCB**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**29**  
**Bike with the Mayor**  
**Fireball Run Finale**  
Mission Inn Hotel & Spa  
8:30 a.m.  
For info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)

## October

**3**  
**Destination STYLE Fashion Show**  
Downtown Civic Plaza  
6 p.m.  
For info visit [riversidedowntown.org](http://riversidedowntown.org)

**9**  
**Fifty & Better Health Fair**  
Janet Goeske Center  
8 a.m.  
For info [iamjgf.org](http://iamjgf.org)

**10**  
**Long Night of Arts & Innovation**  
Main Street, Downtown Riverside  
4 p.m.  
For more info call 295-0534

**12**  
**Mayor's Celebration for Arts and Innovation**  
Fox Entertainment Plaza  
6 p.m.  
For info visit [MayorsCelebrationRiverside.com](http://MayorsCelebrationRiverside.com)

**A Monstrous Film Festival of Horror**  
Riverside City College Landis Auditorium  
6 p.m.  
For info Jennifer Lawson 222-8100

**STOMP (OCT 12 & 13)**  
**The Award Winning International Percussion Sensation**  
Fox Performing Arts Center  
8 p.m.  
For info visit [foxriversidelive.com](http://foxriversidelive.com)

**13**  
**Citrus Classic Ride for Education**  
Riverside Plaza  
7 a.m.  
For info [sandramirez@gmail.com](mailto:sandramirez@gmail.com)

**19**  
**2013 Annual Neighborhood Conference**  
Riverside City College  
9 a.m.  
For info [neighbor@riversideca.gov](mailto:neighbor@riversideca.gov) or call 951-826-2390

**Zombie Crawl**  
Downtown Civic Plaza  
2 p.m.  
For info visit [riversidedowntown.org](http://riversidedowntown.org)

**20**  
**Riverside Triathlon**  
Bobby Bonds Park  
6 a.m.  
For more info call 714-920-3372 or email [judycunningham.2010@gmail.com](mailto:judycunningham.2010@gmail.com)

**25**  
**Ghost Walk Riverside**  
Downtown Riverside  
6 p.m.  
For info visit [riversidedowntown.org](http://riversidedowntown.org)

**26**  
**Ghost Walk Riverside**  
Downtown Riverside  
6 p.m.  
For info visit [riversidedowntown.org](http://riversidedowntown.org)

**Sheila E. with Special Guest Jessy J and Lakin**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

## November

**1**  
**Anjelah Johnson**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**7**  
**Mayor's Night Out**  
Renck Community Center — Hunt Park  
6:30 p.m.  
For info visit [riversideca.gov](http://riversideca.gov)

**8**  
**The Buddy Holly Story (NOV 8 & 9)**  
Fox Performing Arts Center  
8 p.m.  
For info visit [foxriversidelive.com](http://foxriversidelive.com)

**11 - Veteran's Day!**  
**Riverside Concert Band**  
Riverside National Cemetery  
Noon  
For info visit [Riversideconcertband.org](http://Riversideconcertband.org)

**16**  
**Step Out: Walk to Stop Diabetes**  
Castle Park  
8 a.m.  
For info [ksorin@diabetes.org](mailto:ksorin@diabetes.org)

**22**  
**Million Dollar Quartet**  
Fox Performing Arts Center  
8 p.m.  
For info visit [foxriversidelive.com](http://foxriversidelive.com)

**23**  
**Abba Mania**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

Calendar is subject to change.  
Please confirm event information prior to participation.

2013

RIVERSIDE  
NEIGHBORHOOD • PARTNERSHIP City of Arts & Innovation

Creating the Neighborhood of Your Dreams

RIVERSIDE NEIGHBORHOOD CONFERENCE

October 19, 2013 • 10 a.m. – 3 p.m.  
at Riverside City College - Quad Courtyard

Relationship Building
Neighborhood Organizing Workshops
Enhancing Social Capital
Interactive Booths
Children's Activities

For more info, visit [RiversideCa.gov/Neighborhoods/](http://RiversideCa.gov/Neighborhoods/)  
or call (951) 826-2390 • E-mail: [neighbor@riversideca.gov](mailto:neighbor@riversideca.gov)

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCA.gov**

